

primary responsibility for treating tobacco dependence and is further reiterated in the Article 14 of WHO FCTC that cessation support and medication improve the likelihood of that a smoker will quit successfully. But such services are currently not widely accessible and if present then people are unaware of such facilities. Tobacco use is associated with many oral diseases and affects dental treatment outcomes. Dental Professionals can be effective in treating tobacco use and dependence, the identification; documentation and treatment of tobacco users needs to become a routine practice in every dental institution and clinic. But the curriculum for the undergraduate program in 297 dental schools in India regulated by the Dental Council of India has included some components, but has no concrete structural components like content, duration of training, method of evaluation and outcomes.

**Objective:** To develop a comprehensive tobacco cessation training module in dental curriculum in India and present recommendations for future integration.

**Method:** This module will be implemented through a dedicated Tobacco Cessation Clinic and would involve training, patient care, health promotion and research. The tobacco use prevention and cessation in dental curriculum would be delivered through lectures, clinical training and field program for a specific duration. The program would involve a pre and post training evaluation of outcomes like knowledge and skills through structured close ended questionnaire and case based method during the 3rd year and later during the 4th year and compulsory one year rotary internship.

**Conclusion:** The concept of an integrated approach intends to enhance the knowledge and skills of future dental professionals and allow them to render cessation services with confidence and reduce the burden of disease due to tobacco use. Moreover Dental Institutions across India have a wonderful opportunity to adopt and conceptualize this practical and efficient approach which can be cost effective and utilizes less time without modifying the curriculum.

#### PP007

##### BRIEF ADVICE AS SMOKING CESSATION SERVICE TO IMPROVE TOBACCO CONTROL COMPLIANCE

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**Background:** Current smoking among the adult population in Metropolitan Manila, Philippines is at 28%, based on the December, 2012 survey of the region. Majority of these smokers belong to the low economic classes D and E, with unstable financial status. With enforcement of the tobacco regulation law since July 1, 2011, prohibiting smoking in confined public transportation terminals, most of these violators dismiss the settlement of their anti-smoking violations. Worst, 76% of the current smokers now choose to smoke in their homes, exposing 57% of the population to second hand smoke.

Brief advice on smoking cessation was offered to increase settlement of anti-smoking violations and intensify information on the benefits of quitting tobacco use.

**Objective:** To increase compliance to the tobacco control law and promote public awareness on the benefits of quitting tobacco use through an intensified and expanded provision of smoking cessation service to communities of Metropolitan Manila.

**Method:** Smoking cessation service through brief advice was provided to apprehended violators of the anti-smoking law using both a fixed kiosk and a mobile bus. These were deployed at selected public transportation terminals and local communities on a rotating basis since June 18, 2012. Apprehended smokers electing to settle violations through the smoking cessation program are presented with an audio visual presentation on the benefits of quitting smoking and are given brief advice by peer counselors. Number of smokers given brief advice is obtained. Random interviews are conducted for qualitative information.

**Result:** Half of smokers choose to avail of smoking cessation service on site. This doubled the settlement rate for anti-smoking violations. Smokers are made aware of his addiction and the harmful effects of SHS to his family.

**Conclusion:** Tobacco control enforcement requires compassion and responsibility. The smoker must understand his condition. Making cessation service readily available, accessible and easy for smokers may eventually lead them to make the right decision.

#### PP011

##### SALE OF TOBACCO PRODUCTS NEAR SCHOOLS: AN ECONOMIC PERSPECTIVE FROM KIOSK OWNERS

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**Aim:** To assess the economics of selling tobacco products around schools in kiosks violating Section-6(b) of the Indian Tobacco Control Act (COTPA) which prohibits the sale of tobacco products within 100 yards of all educational institution which will restrict exposure of youth to tobacco products and crucial to tobacco free generation an objective for endgame.

**Objectives:** 1) To assess the profit and loss associated with selling tobacco products within 100 yards of schools. 2) To study the impact of economics of tobacco selling near schools in leading to tobacco endgame in India.

**Methodology:** To address the objectives data was analyzed from the baseline survey of a multi-sectoral tobacco control intervention study STEPS in two states of Gujarat and Andhra Pradesh, India. Total expenditure per week of

kiosk owners was measured by summing up average stock purchased per week, Amount spent on transportation, electricity, rent (if kiosk is rented) and salary of employees per week. Overall profit was calculated by subtracting average stock sold per week from average total expenditure per week. Profit from selling tobacco product was calculated as difference of average stock of tobacco products purchased per week and average stock of tobacco products sold per week.

**Results:** Out of 579 kiosk owners 370 provided the information for all the variables mentioned above. So, final sample for this analysis is 370. 64.5% of the respondents reported profit from selling tobacco products. Among these profit gainers mean proportion of income by selling tobacco products was 27.6% (SD=152.1%) of total income per week. 25% kiosk owners reported to have up to 20.3% profit from selling tobacco products, another 25% reported more than 20.3% but less than 35.5% profit.

**Conclusion:** Our results show violation of COTPA 6(b) and have shown profits associated with selling tobacco products near schools. However, this profit is marginal and tobacco sellers can be transitioned into selling non-tobacco products. Hence, in order to move towards tobacco endgame objectives of tobacco free future generation youth in educational institutions need to be protected from exposure to tobacco by prohibiting sale within 100 yards of educational institutions and this law should be effectively enforced.

#### PP012

##### THE INFLUENCE OF FORMER TOBACCO EXPOSITION IN A COGNITIVE STIMULATION AND REHABILITATION PROGRAM, BASED IN COMPUTERS AND INTERNET

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**Aim:** Cognitive stimulation and rehabilitation, can reduce cognitive decline and also revert Mild Cognitive Impairment and delay dementia. Many factors indirectly influence the cognitive ability of the elderly, such as chronic diseases and lifestyle habits. It's important to evaluate if tobacco exposure can affect the performance of cognitive stimulation and rehabilitation to develop new cognitive stimulation and rehabilitation methodologies.

**Objective:** To evaluate the influence of tobacco exposure in a program of cognitive stimulation and rehabilitation mediated by computers and internet.

**Methods:** Open cohort, controlled and non randomized (quasi experimental), study. Data collected between 2008 and 2012, in two cities of Santa Catarina (Tubarão and Palhoça). Information about chronic morbidities, sociodemographic profile, lifestyle (tobacco exposure), medications, functional status (initial and final), Mini-Mental Status Examination (initial and final) were collected among participants of a 12 week cognitive stimulation and rehabilitation program based in computers and internet use with participants aged 50 or older from the community with memory complaints, non demented. We studied clinical, sociodemographic profile and lifestyle variables. The outcome was the variation of the Mini-Mental State Examination (MMSE) before and after cognitive rehabilitation in participants aged 50 years or older. Final model obtained by multivariate linear regression after univariate and bivariate analysis. This study was approved by Brazilian National Health Council (ethics in research).

**Results:** 194 participants, female 166 (85.6%), age 64.67±6.85 years, 8.32±4.66 years of schooling, never smokers 134 (69.1%), former smokers 50 (25.7%), still smoking 10 (5.15%). Former smokers had 0.70±2.03 x never smokers 1.63±2.44 in MMSE variation (p=0.011). Initial MMSE (p=0.000) and years of study (p=0.025) were significant and independent variables in relation to a lower variation of the MMSE after cognitive rehabilitation, analysis controlled by age, years of schooling, marital status, social status, gender, diabetes, hypertension, hypothyroidism, dyslipidemia, stroke, myocardial infarct, peripheral arterial insufficiency, BMI, sedentarism, depression, number of continuous medications, use of benzodiazepines, functional capacity and time between initial and final interview.

**Conclusion:** Former smokers had a worse performance compared to those who have never smoked in a cognitive stimulation and rehabilitation program, reinforcing the need for preventive education and basic health care's prevention.

#### PP018

##### ADOLESCENT SMOKING CESSATION INTERVENTION IN RUSSIA: PROJECT EX PILOT PROGRAM

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**Background:** Up to one third of Russian youth have tried a cigarette by 10 years of age; 27% and 19% of 15 year old males and females, respectively, are current smokers; and up to 27% of high school youth are daily smokers depending on region sample and average age. With only few studies on tobacco use cessation programming among teens in Russia having been published, more research is needed.

**Objective:** This study evaluates the performance of the Project EX tobacco use cessation program in Russian summer camps: immediate and six-month effects.

**Method:** Project EX, an eight-session clinic-based tobacco use cessation program for adolescents, was tested in an experimental pilot trial (n=164) in Russian summer camps. Evaluation included pretest, immediate posttest and a